

Application No. 10/689087  
Amendment dated 10 September 2004  
Reply to Office Action of 10 June 2004

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### REMARKS

#### Amendments to the Specification

The Applicant has amended the text of the Specification to correct typographical errors and for clarity. The Applicant submits that the amendments to the Specification are fully supported by the Specification as originally filed and add no new matter.

#### Claim Amendments

Claims 1, and 4 to 23 are pending in this application.

It is submitted that the amended claims patentably distinguish the prior art of record. Kloti fails to disclose or suggest "causing the actuator mechanism to bring the container into engagement with a flexographic plate on the plate cylinder when the plate support is at a desired angular position," as claimed in claim 1. Wolfe et al. fails to remedy this deficiency. The Wolfe et al. device relies upon maintaining synchronization between the rotation of a mandrel and rotation of a printing plate (see Abstract)

Further, none of the prior art discloses a method for printing on non-cylindrical objects or oval bottles as claimed in claims 5 to 18.

Kloti, as understood, teaches a can-holding device which makes it possible to "hold the cans in a specific initial rotational position" (column 1, line 45). Kloti teaches the use of this can-holding device only in relation to cylindrical cans. The Applicant notes that Wolfe et al is similarly restricted to printing on cylindrical bottles. Wolfe et al teaches "an apparatus and method for printing on cylindrical objects" (column 2, line 37). As the apparatus disclosed by Wolfe et al utilizes a mandrel inserted in the cylindrical container in order to maintain registration of the container with the printing plates, it is not clear how the Wolfe et al. apparatus could be adapted for use with non-cylindrical containers.

Further, Kloti and Wolfe et al. do not teach or suggest:

- the provision of an actuator comprising first and second arms as claimed in claims 19-21; or,

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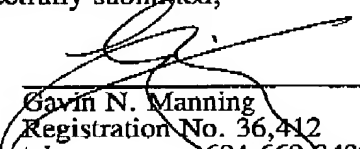
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- methods for printing on tapered containers as claimed in claims 10-16 and 20.

In view of the foregoing amendments and comments, the Applicant respectfully requests reconsideration and allowance of this application.

Respectfully submitted,

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